



Contact: Erny Zah
Director of Communications
Office: (928) 871-7884
Cell: (928) 380-0771

navajonationpress@navajo-nsn.gov

For Immediate Release
March 1, 2012

Navajo President Supports Lawsuit Against Urban Outfitters

WINDOW ROCK, Ariz.— Navajo Nation President Ben Shelly supports recent legal action against Urban Outfitters Corporation and their use of the “Navajo” name.

“We are very proud of our name, Navajo. We have a lot of respect for our Navajo culture, our Navajo language and who we are as Navajo people. I support the recent action by the Navajo Department of Justice to make sure ‘Navajo’ reflects the same pride we feel as a Navajo people,” said President Shelly.

On Feb. 28, 2012, the Navajo Nation initiated a civil legal action to stop the Urban Outfitters Corporation’s and its wholly-owned subsidiaries’ misappropriation of the “Navajo” name and trademark.

The Navajo Nation has previously demanded that Urban Outfitters cease and desist misappropriating the “Navajo” name and trademark. Although Urban Outfitters said that it had stopped using “Navajo” in connection with the sale of its products, it merely transitioned its misappropriation of the “Navajo” name and trademark to lesser-known websites and print advertisements. Urban Outfitters has continued its misappropriation and trademark infringement to enhance its sales.

The Urban Outfitters Corporation’s intentional infringement and misappropriation of the “Navajo” name and trademark is simply unacceptable. As a sophisticated multi-national conglomerate that generates more than one billion dollars in revenue annually, Urban Outfitters knew or should have known that its conduct is unlawful. Yet Urban Outfitters wantonly misappropriated and infringed on the Navajo Nation’s rights and interests.

Despite the Navajo Nation’s prior attempts to convince Urban Outfitters to stop its infringement by less formal means, Urban Outfitters has refused to stop violating the Navajo Nation’s rights, and instead continues to deceive consumers who seek authentic Navajo and Native American products.

###